



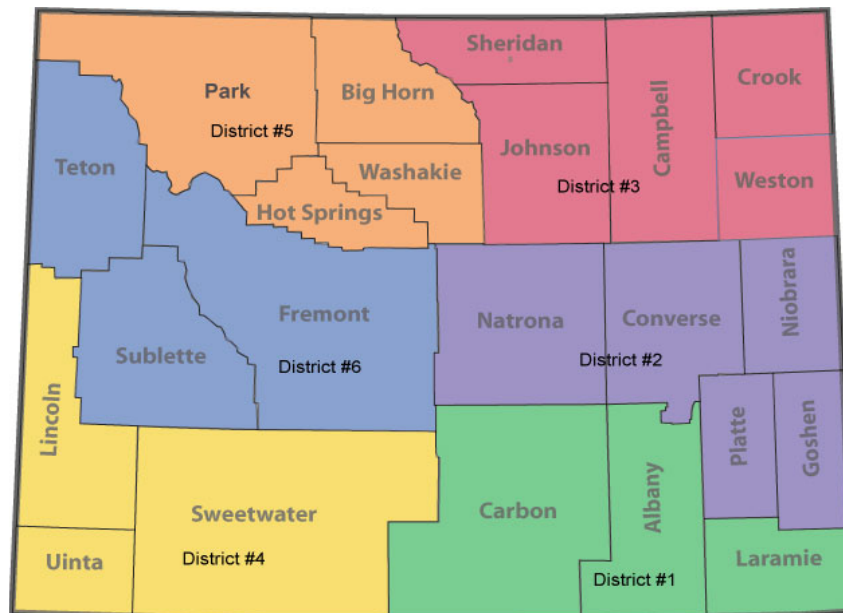
## Wyoming Tourism Board - Board Development Plan

### Introduction/History

Thanks to the support of Governor Dave Freudenthal and the Wyoming Travel Industry Coalition, the Wyoming Legislature attached a footnote to the 2003 Supplemental Budget and renewed that footnote during the 2005-06 Biennium Budget Session establishing the Wyoming Tourism Board to oversee the activities of the Division of Tourism of the Wyoming Business Council.

After the thoughtful yet persistent efforts of Wyoming's travel and tourism industry, legislation was drafted and presented as SF 75 during the 58<sup>th</sup> Legislature to permanently establish the Wyoming Tourism Board. On February 14, 2007, SF 75 was signed by Governor Dave Freudenthal and enacted into law and the Wyoming Office of Tourism became a stand-alone agency under the Wyoming Economic Development Act.

Currently, the Board is made up of a total of nine members, six (6) members whose districts align with the Division's marketing regions and three at-large members.



District	Counties	Board Member	Expires
1	Carbon, Albany and Laramie	Darren Rudloff	2-28-18
2	Platte, Goshen, Niobrara, Converse and Natrona	Mark Kupke	2-28-17
3	Crook, Weston, Campbell, Johnson and Sheridan	Mandy Moody Phillips	2-28-18
4	Lincoln, Uinta and Sweetwater	Liisa Anselmi Dalton	2-28-16
5	Park, Big Horn, Hot Springs and Washakie	Sandy Newsome	2-28-17
6	Fremont, Sublette and Teton	John Rutter	2-28-16
At Large		Jim Waldrop	2-28-17
At Large		Rosanne Driskill	2-28-18
At Large		Renée Middleton	2-28-16

## **Board Vision Statement**

The Wyoming Tourism Board is the leading proponent of the state's tourism/hospitality industry. We provide governance and policy oversight for the Wyoming Office of Tourism.

## **Board Structure**

The board shall be comprised of nine (9) members who shall be employed in or associated closely with the travel industry. The board shall be appointed by the Governor, and approved with the advice and consent of the Senate, in accordance with W.S. 28-12-101 through 28-12-103. According to statute, no appointed member shall serve more than two (2) consecutive three (3) year terms.

## **Board Criteria**

- Broad industry representation by sector and geography
- Deep knowledge/understanding of the tourism/hospitality industry and/or marketing
- Board Chair needs to be owner/chief executive officer/general manager level or have extensive marketing experience. The Chair must be in a position to be available through communications and commitment of time to agency director.

## **Application Process**

*Note: The process outlined below applies only to Wyoming Tourism Board in-put to the Board appointment process. Anyone can apply directly to the Governor's office for consideration.*

- Existing Board members will solicit names from industry associations, organizations, related groups, i.e., Wyoming Chamber of Commerce Executives, Leadership Wyoming and other leadership development groups along with personal knowledge and observation and encourage them to apply.
- Interested applicants must submit a cover letter, resume and "Application for Gubernatorial Appointment" (<http://governor.wy.gov/resources/Pages/BoardsandCommissions.aspx>)
- Board appointments are the responsibility of the Governor of Wyoming and will be conducted in accordance with W.S. 28-12-101 through 28-12-103.
- Notification of appointment will be made through the Governor's Office.

## **Board Responsibilities**

Wyoming Tourism Board members will . . .

- Be the leading proponents of the Wyoming travel/hospitality industry.
- Focus on "big picture" issues and set aside individual/regional agendas.
- Develop, in concert with the director and key staff, the overall marketing philosophy and strategy of the agency.
- Provide governance and policy oversight. The director is responsible for staff and day to day operations.
- Provide fiduciary responsibility to the Governor and Wyoming Legislature.
- Make every effort to participate in regularly scheduled board meetings, occasional sub-committee meetings and the annual Governor's Tourism Conference and Fall Tourism Summit.
- Serve as a "buffer" for the director/staff, as necessary, on controversial or potentially controversial issues/requests from the industry.
- Designate the Board Chair or her/his representative to be the primary point of contact for the director.

## **Conflict of Interest**

Public officials, including members of boards and commissions, have an obligation to always put the public interest above their own personal and private interests when carrying out their official duties.

As members of the Wyoming Tourism Board, board members will agree to:

- Make known any connections with groups, businesses or organizations doing business with the agency.
- Abstain from discussions and voting on matters affecting transactions between the agency and the business/organization.

The above requirements do not prevent a board member from briefly stating a position or answering pertinent questions. Minutes of the meeting will reflect a disclosure was made and the board member abstained from voting.

This conflict of interest policy will be reviewed annually at the first meeting of the year and members will execute a Conflict of Interest Policy Declaration.